

# What's your number?

Learning about your current health and what you could be at risk for is important. You can't start to make improvements if you don't know your baseline numbers.



**Awesome health care. Close by.**

## Theme intro

This is the overarching introduction to be used in print and digital materials.

# How are you?

**But really? How are you? Have you met with your physician lately to get a full picture of your current health? Do you know your cholesterol level? What about your triglycerides level?**

For a lot of people, learning about your health can feel intimidating. For some, just the idea of going to the doctor can cause so much anxiety that they skip going altogether. But going to the doctor doesn't necessarily mean you're sick or that something is wrong. In fact, your doctor is there to help you develop a plan of action to get you on the road to better health – or if your numbers are already considered healthy, to help you maintain or improve your good health.

Regular visits with your doctor can also save you money in the long run. By managing your health risks now, you can reduce the likeliness of developing a preventable illness or injury in the future – which will help you avoid frequent visits to the doctor – and ultimately keep your costs down.

## Content concepts

These content blocks serve to explain in greater detail what one will experience as a Crossover member and get them excited about their new health care journey. Use one or several of these blocks on posters, postcards, flyers, emails, and social media.

## How often?

Our physicians recommend routine physical exams on an annual basis - yes, even when you're feeling well! This is dedicated one-on-one time to talk about your wellness concerns and goals. Depending on your age and health status the risk assessments, screenings and preventive services offered at each annual exam will differ. You and your doctor will discuss and decide on what is applicable for you each year.

## What to expect

During a physical exam, your doctor will take a few measurements, including:

- Blood pressure
- Heart rate
- Respiration rate
- Body temperature

Your doctor will also take a listen to your heart and lungs, check your tonsils, throat and abdomen, and examine your skin and nails.

## Content concepts

## Say ahh

There's more than one way to get an idea of your current health.

### Health assessment

A health assessment is a confidential, online questionnaire that determines your health status and potential health risks through a series of questions about your behavior, nutrition, tobacco use, stress, safety and habits. Once complete, you'll immediately receive a report summarizing your current health status and risk of disease. You'll also receive recommendations for the steps you can take to improve your health.

### Health advising

Once you complete your health screening at Crossover Health, learn what it all means through a health advising session with a care professional. Your advisor will walk you through your results, answer any questions and discuss your next steps toward improving health. This free, confidential session typically lasts between 5 and 15 minutes, depending on your personal needs and questions.

### Health screening

A health screening is a quick appointment with a Crossover Health doctor to get a general idea of your overall health. It can help you identify areas of risk for major illness by measuring things like blood pressure, cholesterol, blood sugar, and body mass index (BMI). Or if you'd prefer, you can also schedule your complete annual physical exam through one of our board-certified physicians.

### Health portfolio

Don't have time for a complete physical exam? The Health Portfolio visit is a quick check on the status of your preventative health recommendations. Our doctors will discuss with you the most up-to-date preventive needs based on your age group. You'll leave the session with a clear idea of your health needs for the year and a checklist to assist you in getting it all done.

## Concluding content

This content can be used at the end of each piece. Be sure to include a call to action that is easily visible.

## Count me in

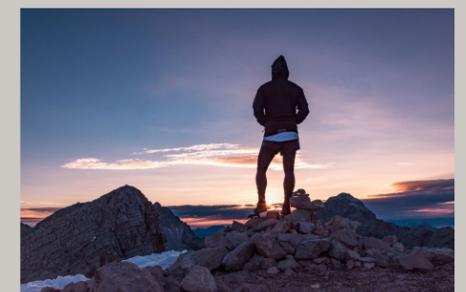
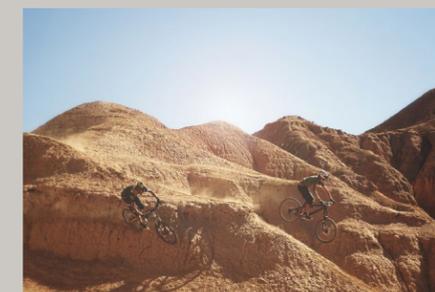
Call us or use our app to make an appointment and get to know your numbers. Really get to know yourself – from the inside out.

650.772.6131  
[members.crossoverhealth.com](http://members.crossoverhealth.com)

## Collateral concepts



## General imagery





Crossover Health – a benefit sponsored by your employer – is your health center, close to your office and as near as your mobile. When you become a member, you know you belong to something special. It's way more than just an appointment. It's a relationship with an awesome team of physicians, nurses, specialists and coaches who work with you to reach your health goals, celebrate your successes with you and treat you like you're in charge. Because you are.

**Discover the magic for yourself at [members.crossoverhealth.com](https://members.crossoverhealth.com)**



**Awesome health care. Close by.**